



**WOTV – Grand Rapids, MI**

**Issues Report**

**Fourth Quarter 2012**

Description of programming providing the most significant  
treatment of community issues

# **WOTV 4 Quarterly Issues Report**

## **October - December 2012**

<b><u>PROGRAM</u></b>	<b><u>DAY</u></b>	<b><u>TIME</u></b>
• 24 Hour News 8 Daybreak	Monday – Friday	6:00 - 7:00 A.M.
• 24 Hour News 8 at 6:00	Monday – Friday	6:00 - 6:30 P.M.
• 24 Hour News 8 at 6:00	Saturday and Sunday	6:00 - 6:30 P.M.
• Maranda Where You Live	Saturday	7:30 – 8:00 A.M.
• Maranda Where You Live	Saturday	7:30 – 8:00 P.M.

Each program previously listed is a locally produced news programs presenting a mix of news, weather, sports and community issue related feature reports. Community issue segments usually have duration of one- to one-and-a-half minutes, unless otherwise indicated.

Connecting with Community continues to produce content driven PSA's topical to community needs and issues raised from our news department. Each month, a series of thirty second spots rotate on WOOD/WOTV/WXSP tagged with our Community Partners.

“Maranda Where You Live” is a locally produced weekly half-hour program featuring information, insights and inspiration for West Michigan parents.

• ABC World News with Diane Sawyer	Monday – Friday	6:30 - 7:00 P.M.
• World News	Saturday and Sunday	6:30 - 7:00 P.M.

This is an ABC produced news program featuring news, information and perspectives on the daily events of the nation and the world. The program also features special features on issues and concerns of the nation. These special issue oriented reports are approximately three minutes long.

• Good Morning America	Monday – Friday	7:00 - 9:00 A.M.
• Good Morning America	Saturday	8:00 - 9:00 A.M.
• Good Morning America	Sunday	8:00 - 9:00 A.M.

This ABC produced news program features news, interviews, weather and information segments and feature reports on issues and concerns of the American Public. The community issue segments usually are three to four minutes long.

- 20/20

Friday

10:00 - 11:00 P.M.

This ABC produced news magazine program focuses on three to four issues or entertainment oriented reports in each week's program. Many of these reports are investigative stories on controversial concerns of the nation. Each report averages ten to twelve minutes long.

# Educational Issues

Including recognition of outstanding programs, learning styles, schools and teaching.

1. Program: Best Friends Animal Society PSA  
Date Aired: October 1, 2012 - December 31, 2012  
Length: 1:00  
Summary: Public service announcement from the Ad Council informing viewers about the importance of having your pets spade and neutered.
  
2. Program: Julian PSA  
Date Aired: October 1, 2012 - December 31, 2012  
Length: 1:00  
Summary: Public service announcement from the Hispanic Scholarship Fund stressing the importance about getting an education. There are funds to help you succeed if you have the drive.
  
3. Program: GED Achievement PSA  
Date Aired: October 1, 2012 - December 31, 2012  
Length: 1:00  
Summary: Public service announcement about the importance getting your high school diploma. This message encourages people that anyone can go back and get their GED.
  
4. Program: MHSAA - Belief PSA  
Date Aired: October 1, 2012 - December 31, 2012  
Length: :30  
Summary: Public service announcement from the Michigan High School Athletic Association about the benefits of team sports. What they teach us about being a team player.
  
5. Program: Foreclosure PSA  
Date Aired: October 1, 2012 - December 31, 2012  
Length: :30  
Summary: Public service announcement informing viewers that if they are facing a foreclosure or are in the middle of a foreclosure, there are government programs that can help.

1. Program: 24 Hour News 8 @ Daybreak  
Date Aired: October 3, 2012  
Length: :20  
Summary: Count Day - Wednesday is Fall count day

1. Program: Maranda Where You Live  
Date Aired: October 6, 2012  
Length: 2:45  
Summary: Maranda met with the speech pathologist from Helen DeVos Children's Hospital to talk about birthday gift ideas that are educational. They looked at toys for infants to teens that have benefits when it comes to developing motor skills, brain power and problem solving.

2. Program: Maranda Where You Live  
Date Aired: October 14, 2012  
Length: 2:20  
Summary: This segment looked at West Michigan Aviation Academy and the afterschool learning opportunities they offer students. Maranda attended the school's afterschool flying club where student learn to fly remote control airplanes and helicopters, which helps them translate their skills into real life aviation.

3. Program: Maranda Where You Live  
Date Aired: October 14, 2012  
Length: 2:25  
Summary: Camp Fire USA offers programming in schools around West Michigan that keep kids engaged and safe afterschool. Their curriculum is aimed at raising future leaders and helps kids with homework, life skills and giving them a positive environment to be in before their parents get home from work.

4. Program: Maranda Where You Live  
Date Aired: November 3, 2012  
Length: 1:50  
Summary: The Silversides Submarine Museum in Muskegon, offers ROV classes to kids who come and tour the Museum. These classes teach kids how to build remote operated vehicles that work the same way a submarine does, just on a smaller scale. This is a

program that gets kids using their math, science and technology skills, while having fun.

2. Program: 24 Hour News 8 @ Daybreak  
Date Aired: November 12, 2012  
Length: 1:00  
Summary: GRPS Retrospective - Holding a special meeting tonight to discuss feedback from public meetings
3. Program: 24 Hour News 8 @ 6pm  
Date Aired: November 15, 2012  
Length: :20  
Summary: GRPS Public Mtg - Meeting at Union High School about 10 school closures
5. Program: Maranda Where You Live  
Date Aired: December 22, 2012  
Length: 1:45  
Summary: Teachers at Dudley STEM School in Battle Creek are incorporating the holidays into their lesson plans. The math, engineering and science classes are all doing hands on activities that incorporate the season, such as making ornaments with geometric patterns and building gingerbread houses.

## Health & Fitness Issues

Focusing on methods of illness prevention and education people in order to encourage and promote maintenance of good health.

1. Program: Pain Management PSA  
Date Aired: October 1, 2012 - December 31, 2012  
Length: 1:00  
Summary: Local public service announcement from the Bureau of Health Professionals informing viewers about the issues of pain and that you don't have to live with pain anymore.
  
2. Program: Wake to Sleep PSA  
Date Aired: October 1, 2012 - December 31, 2012  
Length: 1:00  
Summary: Public service announcement from the American Sleep Apnea Association informing viewers about how they can get help if they are suffering from lack of sleep and sleep apnea.
  
3. Program: Heads Up PSA  
Date Aired: October 1, 2012 - December 31, 2012  
Length: 1:00  
Summary: Public service announcement from the CDC US Department of Health about the warning signs of a concussion. Athletes deliver the message of how you need to be aware if you think you have suffered a concussion and to tell you doctor immediately.
  
4. Program: Connections MS PSA  
Date Aired: October 1, 2012 - December 31, 2012  
Length: 1:00  
Summary: Public service announcement about Muscular Sclerosis. How it affects women and what are the warning signs to look for. How you need to stay informed and listen to your body.

5. Program: Family Hope Foundation PSA  
Date Aired: October 1, 2012 – December 31, 2012  
Length: :30  
Summary: Public service announcement informing viewers about the services provided by the Family Hope Foundation which offers grants to families who need therapeutic services for their loved ones that are not covered by their insurance.
6. Program: 24 Hour News 8 @ 6pm  
Date Aired: October 4, 2012  
Length: :25  
Summary: Mich Meningitis -- cases of meningitis linked to steroid shots are in Michigan
7. Program: 24 Hour News 8 @ Daybreak  
Date Aired: October 8, 2012  
Length: :24  
Summary: Park Elem back open -- elementary school re-opens after 25% of staff/students got sick
8. Program: 24 Hour News 8 @ 6pm  
Date Aired: October 9, 2012  
Length: :24  
Summary: Rockford Healthy Kids -- Rockford schools holding a series of seminars on health and wellness
9. Program: 24 Hour News 8 @ Daybreak  
Date Aired: October 17, 2012  
Length: 1:51  
Summary: Steroid Contamination -- all medicines made by pharmacy linked to meningitis outbreak are being recalled
10. Program: Maranda Where You Live  
Date Aired: October 20, 2012  
Length: 2:00  
Summary: The YMCA Veggie Van is a mobile farmers market that travels to different neighborhoods and schools. This program makes it easier to get fresh fruits and vegetable to families who might not otherwise have access to them.



11. Program: Maranda Where You Live  
Date Aired: October 20, 2012  
Length: 2:50  
Summary: Maranda visited a local elementary school to look at the positive changes taking place in the school lunch program. This school year there are a lot of things that have changed including smaller portions, less fried and fattening foods, more fruits and vegetable and new ways to prepare the items.
12. Program: 24 Hour News 8 @ 6pm  
Date Aired: October 22, 2012  
Length: :30  
Summary: Energy Drink Deaths -- FDA investigating deaths possibly linked to Monster energy drinks
13. Program: Maranda Where You Live  
Date Aired: November 10, 2012  
Length: 3:00  
Summary: Jesters Court is an indoor play center that offers activities to get the whole family moving. Filled with inflatables, slides, jungle gyms and obstacle courses, this place is perfect for the long winter months when you want your children to get their energy out.
14. Program: Maranda Where You Live  
Date Aired: November 10, 2012  
Length: 2:00  
Summary: The YMCA of Greater Grand Rapids offers several locations with family programming. Maranda toured the downtown YMCA and looked at their swimming facilities, gym space, rock climbing and more. This segment also served as a contest to give one family passes to visit the facility for themselves.
15. Program: 24 Hour News 8 @ Daybreak  
Date Aired: November 14, 2012  
Length: :29  
Summary: Meningitis Hearing - Congress having a hearing on the company that made the steroids linked to outbreak

16. Program: 24 Hour News 8 @ 6pm  
Date Aired: December 3, 2012  
Length: :30  
Summary: Flu Season -- early reports of flu higher than normal

18. Program: Maranda Where You Live  
Date Aired: December 8, 2012  
Length: 2:15  
Summary: Priority Health Wellness Ambassador, Barb Badaloti, demonstrated ways to sneak in exercise while doing your Christmas shopping. She showed a variety of stretches and gave tips to get more physical fitness benefits out of a shopping trip.

19. Program: Maranda Where You Live  
Date Aired: December 8, 2012  
Length: 2:15  
Summary: Training for the 36<sup>th</sup> Annual Fifth Third River Bank Run has officially begun and there are free training clinics every Saturday in December. This segment gave information about the clinics and encouraged people to join in.

# Community & Volunteer Efforts

Programs aimed at highlighting efforts of individual volunteers or volunteer organizations in West Michigan in hopes of encouraging more people to share their time and talents with those in need. Community efforts and campaigns are also included.

1. Program: World Wildlife Federation PSA  
Date Aired: October 1, 2012 - December 31, 2012  
Length: 1:00  
Summary: Public service announcement from the Ad Council informing viewers about the importance of living in harmony with the earth and its wildlife. It's our responsibility to take of each other.
  
2. Program: Why We Build PSA  
Date Aired: October 1, 2012 - December 31, 2012  
Length: 1:00  
Summary: Public service announcement from Habitat for Humanity. How you can get involved and help build homes for others.
  
3. Program: Success Stories PSA  
Date Aired: October 1, 2012 - December 31, 2012  
Length: 1:00  
Summary: Public service announcement from VetAid on how there is support for our Veterans. There are many programs to help them get back on their feet.
  
4. Program: Angel Tree Toy Drive PSA  
Date Aired: October 1, 2012 - December 31, 2012  
Length: :30  
Summary: Local public service announcement asking people to donate toys to the Salvation Army for families in need during the Holiday season.

5. Program: 24 Hour News 8 @ Daybreak  
Date Aired: October 1, 2012  
Length: :27  
Summary: Angel Tree Kickoff - Business can start signing up to be donation centers and live interview with Eva
6. Program: 24 Hour News 8 @ 6pm  
Date Aired: October 11, 2012  
Length: :26  
Summary: Silent Night Parade - honoring firefighters who have died this year
7. Program: 24 Hour News 8 @ Daybreak  
Date Aired: October 17, 2012  
Length: 2:30  
Summary: GRFD Wears Pink - Departments are choosing to wear pink in order to support breast cancer awareness month
8. Program: Maranda Where You Live  
Date Aired: October 27, 2012  
Length: 30 Minutes  
Summary: Maranda recently visited Chichicastenango, Guatemala and documented her journey. This half hour special looked at the needs of families in this town and gave viewers the change to adopt a family and provide the money for clean water, a stove and shelter.
9. Program: 24 Hour News 8 @ 6pm  
Date Aired: November 5, 2012  
Length: 2:30  
Summary: Sandy Donation Drive -- local people organizing donation drive for people in NJ
10. Program: 24 Hour News 8 @ Daybreak  
Date Aired: November 8, 2012  
Length: 2:30  
Summary: Red Kettle/Angel Tree kicks off Today - story and live interview

11. Program: 24 Hour News 8 Daybreak  
Date Aired: November 8, 2012  
Length: 1:30  
Summary: This morning --- a holiday tradition we are proud to be a part of at WOOD TV kicks off across the area. It's time for the Angel Tree and Salvation Army Red Kettle Campaigns to begin.

12. Program: 24 Hour News 8 @ 6pm  
Date Aired: November 14, 2012  
Length: :26  
Summary: Mel Trotter Turkey Drop - Accepting donations for thanksgiving boxes

13. Program: 24 Hour News 8 Daybreak  
Date Aired: November 15, 2012  
Length: 1:30  
Summary: Access of West Michigan is looking for people to help out families in need this Thanksgiving by providing a holiday meal. Eva Aguirre Cooper has the details on how you can get involved with one organization here in West Michigan that really needs your help this holiday.

14. Program: 24 Hour News 8 @ 6pm  
Date Aired: November 25, 2012  
Length: 1:30  
Summary: While you're out shopping this holiday season, we here at WOOD TV and our partners at the Salvation Army are hoping you consider helping a family in need featured on one of our Angel Trees around West Michigan.....Please consider purchasing an extra Gift for a child in need.

15. Program: 24 Hour News 8 @ Daybreak  
Date Aired: November 30, 2012  
Length: :23  
Summary: Laughfest Tix on Sale - Ticket PKG now on sale

16. Program: Red Cross Hurricane Sandy Relief PSA  
Date Aired: December 1, 2012 - December 31, 2012  
Length: :30  
Summary: Public service announcement from the American Red Cross about the relief efforts for the victims of Hurricane Sandy along the East Coast.
17. Program: Habitat for Sandy PSA  
Date Aired: December 1, 2012 - December 31, 2012  
Length: :30  
Summary: Public service announcement from Habitat for Humanity about building homes for the victims of Hurricane Sandy.
18. Program: The Grand Rapids Symphony and Rotary Benefit PSA  
Date Aired: December 1, 2012 - December 31, 2012  
Length: :30  
Summary: Local public service announcement asking people to participate in the New Year's event at the Grand Rapids Symphony co-sponsored by the Rotary. Funds raised go to support the many local programs in West Michigan.
19. Program: Maranda Where You Live  
Date Aired: December 1, 2012  
Length: 2:30  
Summary: Students at Northpointe Christian School found unique ways to raise money to donate to Bethany Christian Services One Family campaign. Elementary students did odd jobs around their homes for donations, which high school students fasted on their lunch hours and gave their lunch money to the cause.
20. Program: Maranda Where You Live  
Date Aired: December 1, 2012  
Length: 2:00  
Summary: East Grand Rapids High School student, Ellie Frederikson, has been collecting boxes of crayons for Helen DeVos Children's Hospital for three months. Her goals was to collect 2,500 boxes and to donate them in time for the holidays. As of early December she was just over 2,000 boxes.

21. Program: Maranda Where You Live  
Date Aired: December 8, 2012  
Length: :30  
Summary: In lieu of birthday gifts, seven year old Sara Schuette had her party guests make donations to the Equest Center for Therapeutic Riding. Her generous idea raised over \$100 that went directly to help special needs children be able to afford riding lessons.
22. Program: 24 Hour News 8 @ 6:00 PM  
Date Aired: December 9, 2012  
Length: 1:30  
Summary: You may not realize how your donations to the Salvation Army Red Kettle now... help support so many programs all year long. Eva Aguirre Cooper was in Holland with the Golden Agers and shows you just what those donations can do.
23. Program: 24 Hour News 8 @ 6:00 PM  
Date Aired: December 18, 2012  
Length: 1:30  
Summary: The whole world has been touched by the tragedy at Sandy Hook Elementary. Some are showing their support with acts of kindness. 24 Hour News 8's Eva Aguirre Cooper covered a story of one of those acts from right here in West Michigan. An anonymous donor paid off all the lay-aways at the Walmart in Hastings.
24. Program: Maranda Where You Live  
Date Aired: December 22, 2012  
Length: 2:00  
Summary: Maranda and her community partners hosted a group of foster and refugee families for a special evening of holiday shopping. These families were all given money to purchase Christmas presents that they might not have been able to afford without the assistance of the partners.

25. Program: Maranda Where You Live  
Date Aired: December 22, 2012  
Length: 2:00  
Summary: During the holidays the Salvation Army is known for their Red Kettle Campaign. But, this program doesn't only help families during the holidays, it funds programs through out the year. This segment looked at a Youth Center in Kalamazoo that provides positive programming for teens and it funded by Red Kettle donations.

27. Program: 24 Hour News 8 @ 6:00 PM  
Date Aired: December 23, 2012  
Length: 1:30  
Summary: WOOD TV-8 has been part of the Salvation Army Angel Tree Campaign for more than 20-years. Among the many volunteers with the program is one volunteer who has also been with the Salvation Army every step of the way. Eva Aguirre Cooper has her story.



# Safety

Programs that promote safety in homes and for families in West Michigan communities.

1. Program: Fire Safety PSA  
Date Aired: October 1, 2012 - December 31, 2012  
Length: 1:00  
Summary: Local public service announcement from the Grand Rapids Fire Department informing viewers about the dangers of winter fires. Local firefighters offer valuable safety tips.
  
2. Program: Day Before PSA  
Date Aired: October 1, 2012 - December 31, 2012  
Length: 1:00  
Summary: Public service announcement from FEMA on the importance of being prepared for a national disaster. It follows two individuals and their daily routines the day before an a major earthquake and a hurricane.
  
3. Program: MHSAA - Concussion Safety PSA  
Date Aired: October 1, 2012 - December 31, 2012  
Length: :30  
Summary: Public service announcement from the Michigan High School Athletic Association about the dangers of concussions in high school sports and how to stay safe.
  
4. Program: 24 Hour News 8 @ Daybreak  
Date Aired: October 1, 2012  
Length: :49  
Summary: Escapee Search - Searching for 2 escaped inmates

5. Program: Maranda Where You Live  
Date Aired: October 20, 2012  
Length: 3:00  
Summary: Safe Kids of Greater Grand Rapids expert, Jennifer Hoekstra, talked to Maranda about keeping your kids safe at Halloween. They looked at “good” and “bad” costumes, safety measures to take and tips on making sure your kids have a happy and healthy Halloween.
6. Program: 24 Hour News 8 @ Daybreak  
Date Aired: November 2, 2012  
Length: 1:35  
Summary: Dangerous Toys -- annual list of dangerous toys released by U.S. Public Interest Research Group
7. Program: 24 Hour News 8 @ Daybreak  
Date Aired: November 15, 2012  
Length: 1:00  
Summary: Opening Day Deer - Tips on how to avoid deer crashes, what to do if you know you are going to hit one
8. Program: Maranda Where You Live  
Date Aired: November 17, 2012  
Length: 3:45  
Summary: Maranda toured the indoor water park at the Great Wolf Lodge in Traverse City. This family fun destination offers loads of indoor water fun, but does it in the safest way. With lifeguards located through out the facility and plenty of first aid stations, this place makes sure that families are safe while having fun.
9. Program: 24 Hour News 8 @ 6pm  
Date Aired: December 3, 2012  
Length: :28  
Summary: Space Heater Safety -- safety tips for using a space heater (re: Michillinda lodge fire)

10. Program: Maranda Where You Live  
Date Aired: December 15, 2012  
Length: 1:30  
Summary: The holidays are prime time for identity theft. Maranda talked with an expert from Fifth Third Bank on ways to protect your finances during this time of year. They gave tips on keeping your ATM pin numbers safe and ways to monitor your finances online.

11. Program: Project Roadblock PSA  
Date Aired: December 21, 2012 - December 31, 2012  
Length: :30  
Summary: Public service announcement informing viewers about the dangers of drunk driving during the holidays.